

# ASK THE TIC

## ITA PUBLICATIONS

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Trade Information Center

*U.S. exporters can get assistance in doing business in the world market from a number of publications that the U.S. Department of Commerce's International Trade Administration produce.*

*Below are helpful resources for export-related information that benefit experienced exporters as well as potential exporters. Most of these resources are available online, as well as in print.*



### WHERE CAN FIRMS GET INFORMATION ABOUT THE BASICS OF EXPORTING?

There are a number, including:

- **A Basic Guide to Exporting**, a step-by-step guide to the exporting process, from identifying markets and developing an export strategy to doing market research, traveling overseas, finding buyers, shipping, and financing. The Guide also describes export promotion services offered by the U. S. Department of Commerce and other federal agencies.

The latest edition is available on-line at the TIC's web-site [www.export.gov/tic](http://www.export.gov/tic) (under "Export Resources") or in hard copy from UNZ & Company at 800-631-3098.

- **The Export Programs Guide**, a must have guide to all federal government programs that help U.S. companies export their goods and services around the world. It provides program web addresses and contact information for government specialists in export counseling, market research, trade promotion, market access, export finance, safety inspection and certification programs, agriculture export and finance programs, and export licenses and controls. The entire text is available in a PDF version online at the TIC's home page [www.export.gov/tic](http://www.export.gov/tic) under "Export Programs Guide." Printed copies are available by calling 1-800-USA-TRAD(E) or by e-mailing [TIC@ita.doc.gov](mailto:TIC@ita.doc.gov).

- **Export America** is the monthly magazine of the International Trade Administration. It draws on the

resources of the ITA and other government agencies to feature regional developments, success stories, country and sector-specific market opportunities, technical advice, trade events, online marketing tips and sources of financing. Past and current articles are available online at <http://exportamerica.doc.gov>. Subscriptions are available via the web site or by calling toll-free 1-866-512-1800.



### WHAT PUBLICATIONS FOCUS ON A SPECIFIC INDUSTRY SECTOR?

- **U.S. Industry and Trade Outlook**, a source book that provides up-to-date analyses of the major U.S. industries and sectors, industry-specific outlooks for international trade, domestic and global economic activity, and more than 650 easy-to-read charts and graphs that clearly illustrate industry trends.

The Outlook covers more than 200 manufacturing and service industries. Each industry chapter features historical data on shipments, imports, exports, and employment; discussions of industry trends, technology, and international competition; one-, two-, and five-year forecasts; recent trade patterns and major country markets; graphs highlighting domestic and international trends; and reference lists for further research.

The latest edition of the Outlook was published in 2000. Copies may be purchased from the National Technical Information Service (NTIS) through its toll-free ordering number 1-800-553-6847.

- Reports published in the **Industry Sector Analysis (ISA)** series are prepared throughout the year by ITA's Commercial Service on the key industry sectors for U.S. exports to a given country. Reports cover market size, outlook, and end-user analysis for a selected industry sector in a particular country. These reports go into significant detail on a particular market, including third-country competition information, market access, distribution channels, market barriers and financing options. The reports also list best sales prospects, trade promotion opportunities, and in-country contacts.

ISAs are available online at [www.export.gov](http://www.export.gov) under "Country/Industry Market Research." The ISA database is also available through the Commerce Department's STAT-USA Internet subscription service. To subscribe, phone 1-800-STAT-USA. Exporters can also access the database for free at over 1,400 Federal Depository

Libraries nationwide. To locate the nearest Federal Depository Library, call the TIC at 1-800-USA-TRAD(E).

- **Export Information Technology (ExportIT)** reports are a series of in-depth studies focused on foreign information technology, telecommunication and Internet markets in a given geographic area. They describe and analyze the trends, key issues, and events in telecommunications, Internet and e-commerce adoption in regional markets. The reports provide analysis of the status of telecommunications liberalization, competition in telecommunications services, and the deployment of new telecommunications technologies, and how these changes are affecting the adoption of the Internet and e-commerce. ExportIT reports highlight information and market opportunities relevant to small and medium-sized U.S. businesses in the IT and telecommunications industries. Suggestions on market entry strategies for smaller firms are included in the reports.

ExportIT Reports are available online at [www.export.gov](http://www.export.gov) under "Industry Sector Offices" and "Computers." To obtain a printed copy of a report, please contact (202) 482-0571. See page 8 for a summary of three new reports.

- The **Environmental Technologies Export Market Plan** series consists of comprehensive export market plans for over 20 selected countries throughout the world, each designed to give the reader up-to-date information on this rapidly-growing industry sector. These reports are available online at [www.export.gov](http://www.export.gov) by clicking on "Industry Sector Offices" and "Environmental Technologies".

- Automotive affairs country and sector-specific reports provide an analysis of the current status and future outlook for the U.S. domestic auto industry. Also featured are reports on the import requirements for motor vehicles and foreign remanufactured parts, and customized data on the U.S. motor vehicle and parts trade. These reports, and other outside publications, are available online at [www.export.gov](http://www.export.gov) under "Industry Sector Offices" and "Automotive".



### WHAT PUBLICATIONS FOCUS ON SPECIFIC COUNTRIES OR REGIONS?

- **Country Commercial Guides (CCGs)**, which are updated annually by Commercial Service staff located at U.S. embassies and consulates in over 150 countries throughout the world, provide overviews of the political, economic, investment and commercial settings for each country. The "Leading Sectors for U.S. Exports and

Investments" section illustrates the degree of opportunity for U.S. exports in a particular country through comparative bilateral trade data for that country and the United States, and also for a particular product sector in that market.

Country Commercial Guides are available online at [www.export.gov](http://www.export.gov) and [www.state.gov](http://www.state.gov) (see State Department Home Services).

- The **BISNIS Bulletin** is a monthly regional bulletin on Russia and the Newly Independent States, featuring recent political and financial events, business and government programs, and regional portraits. It is published by the Business Information Service for the Newly Independent States (BISNIS). Call 1-800-USA-TRADE for details. For more information about BISNIS or to subscribe, visit their website [www.bisnis.doc.gov](http://www.bisnis.doc.gov).

- The **Central Eastern Europe Business Information Center (CEEBC) Update** is a bi-monthly publication updating current regional opportunities and commercial issues, often focusing on a particular industry sector within each issue. To subscribe, contact CEEBC at 1-800-USA-TRADE. CEEBC's web page is [www.export.gov/ceebic](http://www.export.gov/ceebic)

In addition, ITA has other online resources that are available at websites [www.export.gov](http://www.export.gov) and [www.trade.gov](http://www.trade.gov) ■

### FOR MORE INFORMATION

The Trade Information Center (TIC) is operated by the International Trade Administration of the U.S. Department of Commerce for the 19 federal agencies comprising the Trade Promotion Coordinating Committee. These agencies are responsible for managing the U.S. Government's export promotion programs and activities. You, too, can "Ask the TIC" by calling 1-800-USA-TRAD(E) toll free, Monday through Friday, 8:30-5:30 EST. Or visit the TIC's website at [www.export.gov/tic](http://www.export.gov/tic).